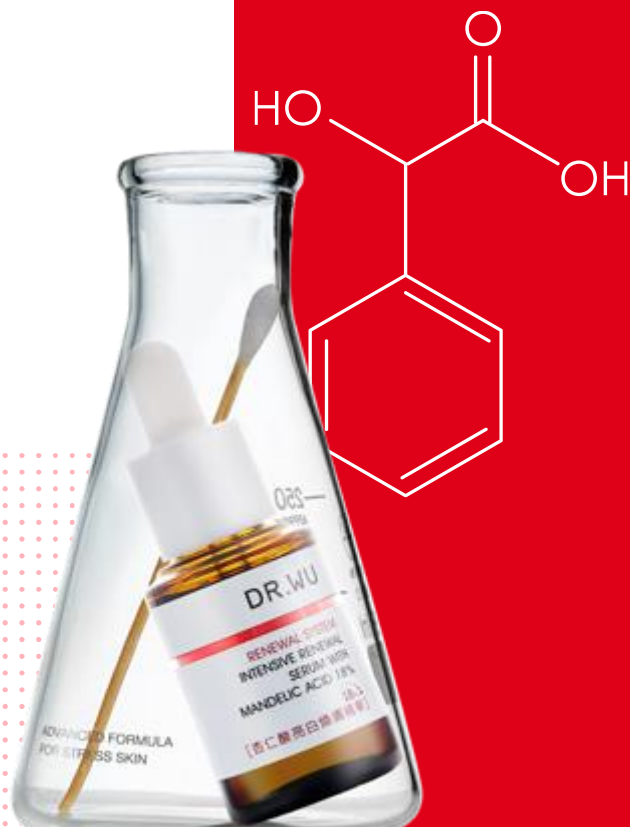


DR.WU
— CLINICAL SKINCARE —

達爾膚生醫科技股份有限公司 法人說明會

2021.03.10

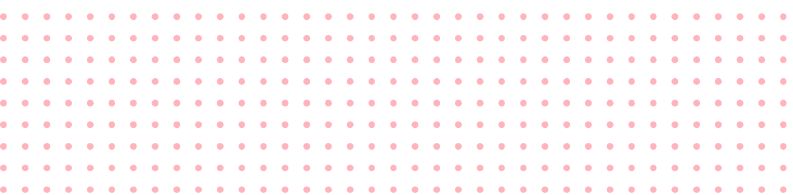


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Agenda



- 01 2020 Financial Results
- 02 China Re-Structure
- 03 2021 Business Strategies

Company Introduction

經營理念 *Our Philosophy*

專注科研 美麗有理

DR.WU致力於研發高效能低敏感的肌膚保養產品，以吳醫師超過40年臨床經驗為基礎，善用醫學專業與先進科技，打造獨一無二的醫美保養品牌，快速有效解決各種亞洲肌膚問題。堅持不斷創新求精、持續提升品質與服務，以成為亞洲醫美保養領導品牌、同時帶動台灣保養品產業整體向上成長為願景。



成立日期：2003/3/10

上櫃日期：2016/6/16

主要產品：醫美保養品，
10個產品系列 58件單品

銷售據點：9個國家 2200 個
銷售據點

集團員工人數：120人

資本額：4.5億元

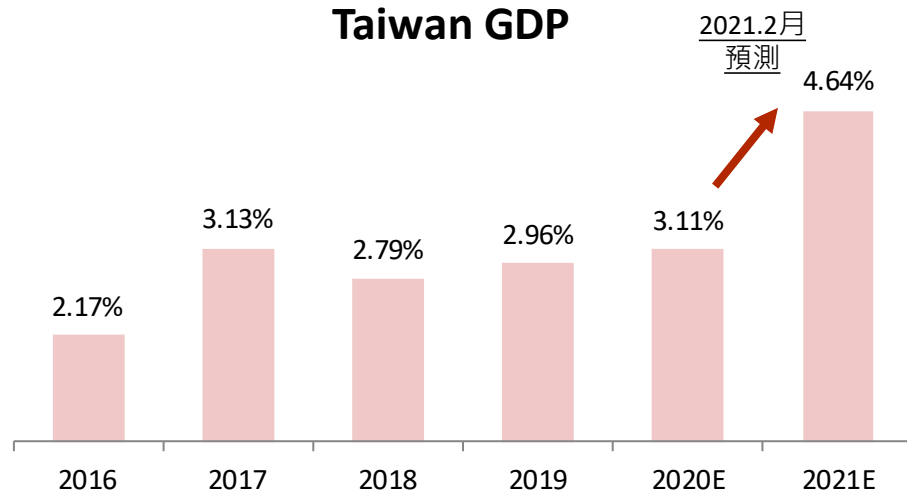
01 2020 Financial Results



2020 Economic Impact by COVID-19

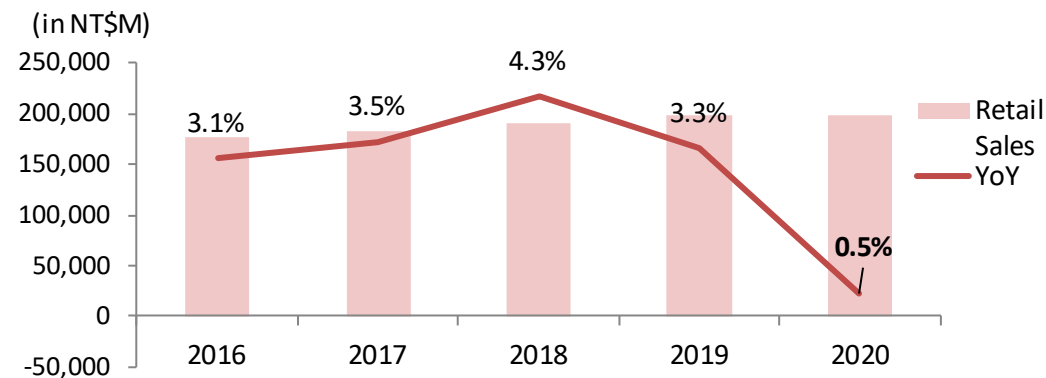
0 Tourist and a significant boost in online sales

Taiwan GDP



資料來源：行政院主計總處

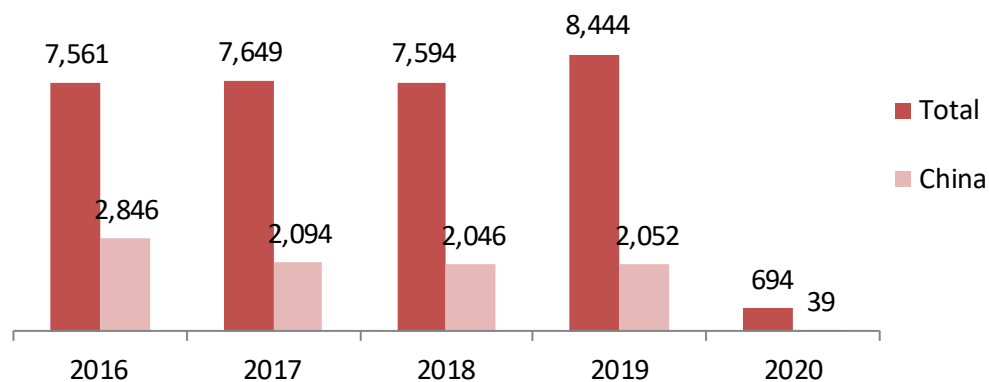
Retail Sales of Pharmaceutical and Medical Goods and Cosmetics in Specialized Stores



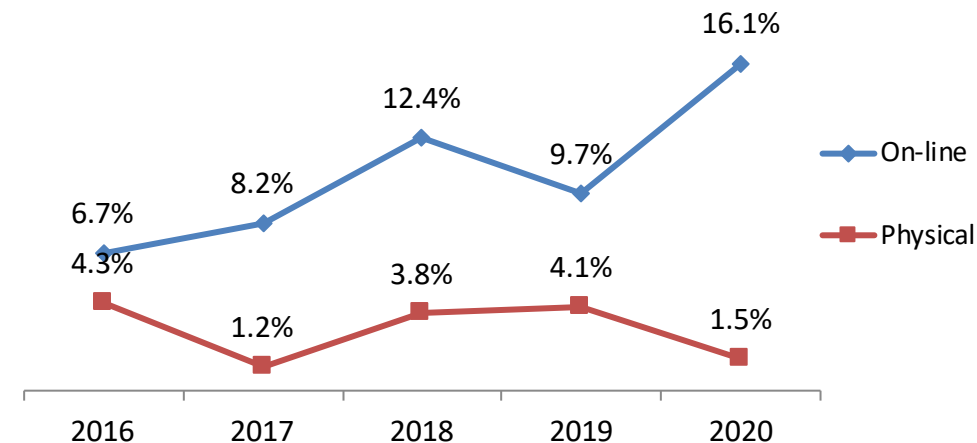
資料來源：經濟部統計處(截至2020.12月)

Number of Tourists

(人次, 仟)



資料來源：交通部觀光局(截至2020.12月)



資料來源：經濟部統計處(截至2020.12月)

Consumer Behavior Impacted by COVID-19

Our Opportunities



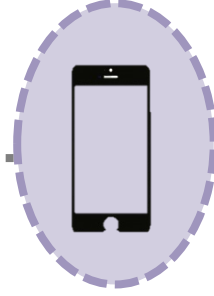
Have Less
Travel Plan



Panic Buying &
Stockpile More
Daily
Essentials



Anti-Epidemic
& Health Products
Become Daily
Essentials



Prefer Online
Shopping,
More Digital &
Social



Looking For
Greater Value,
Fewer Visit But
More Spend



Choose Food
Delivery Service

Operation Opportunity

- 遠距會議成習慣
- 加速內部數位化流程

Sales Opportunity

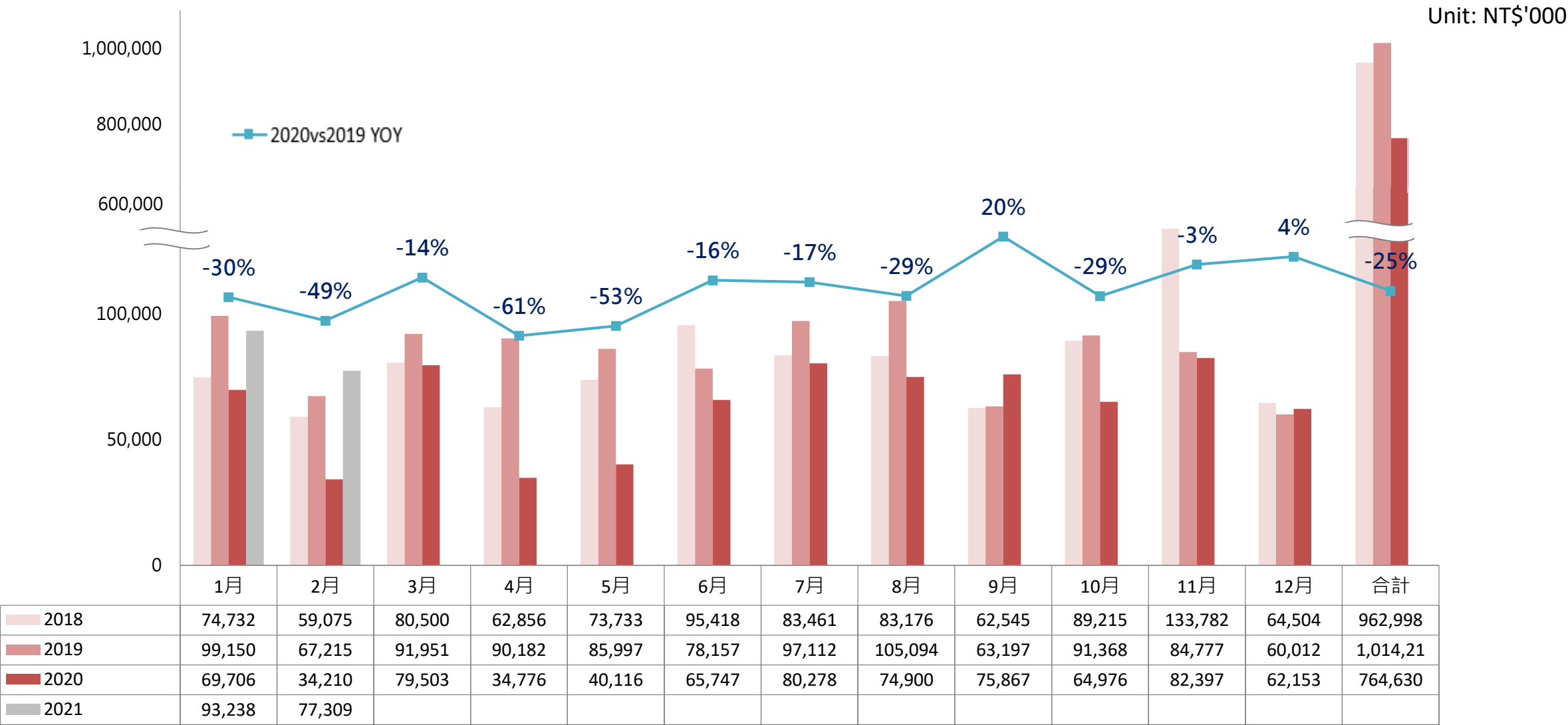
- 線上通路流量大增，搭配多年合作經驗，快速帶動營收成長。

Product Opportunity

- 加強溝通產品抗痘及舒緩功能，解決疫情期間因配戴口罩產生之肌膚問題。
- 藉由產品功效來提升肌膚自體免疫及修復功能。

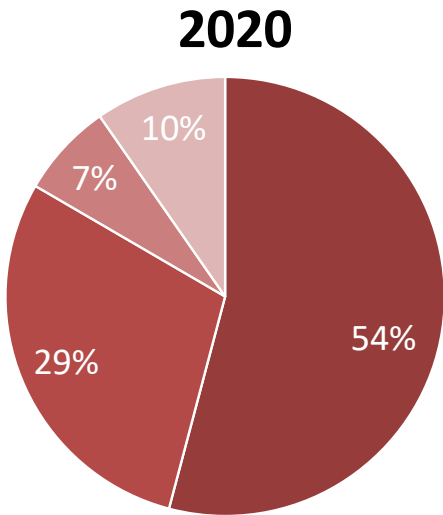
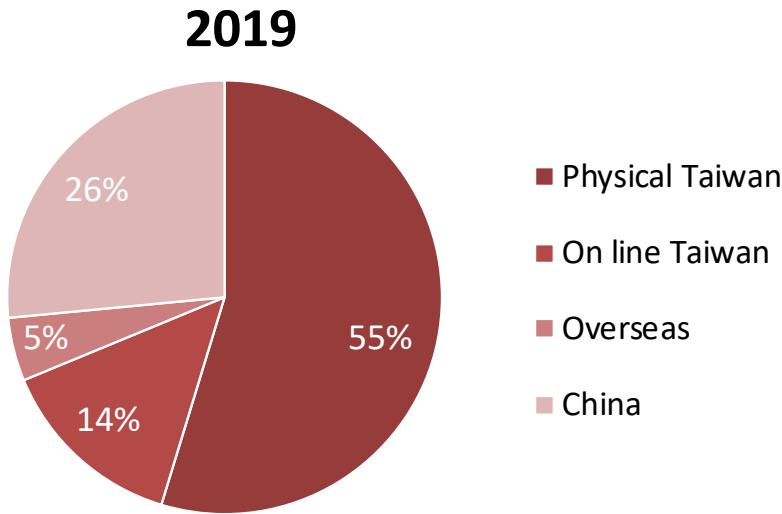
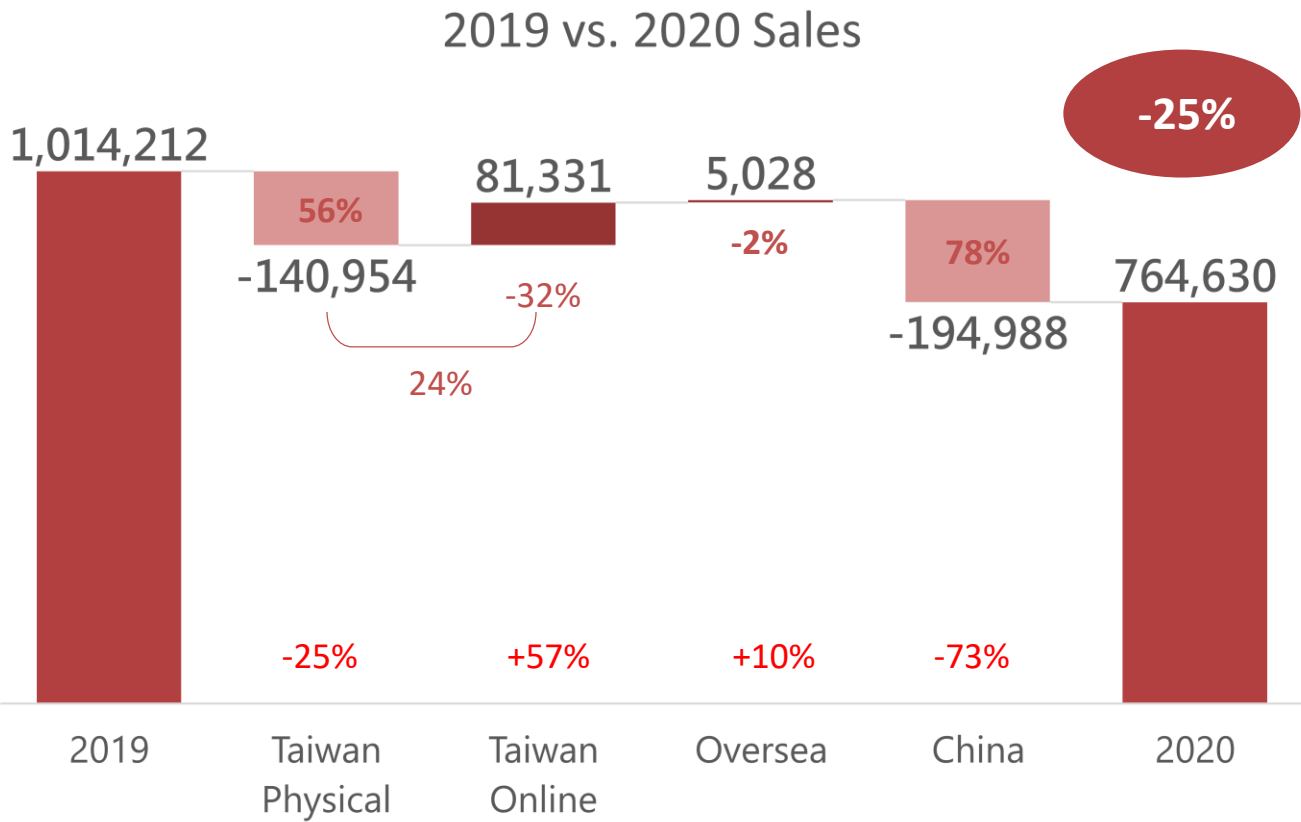
DR.WU Financial Performance in 2020

Revenues impacted by COVID19 and de-consolidation of China sales



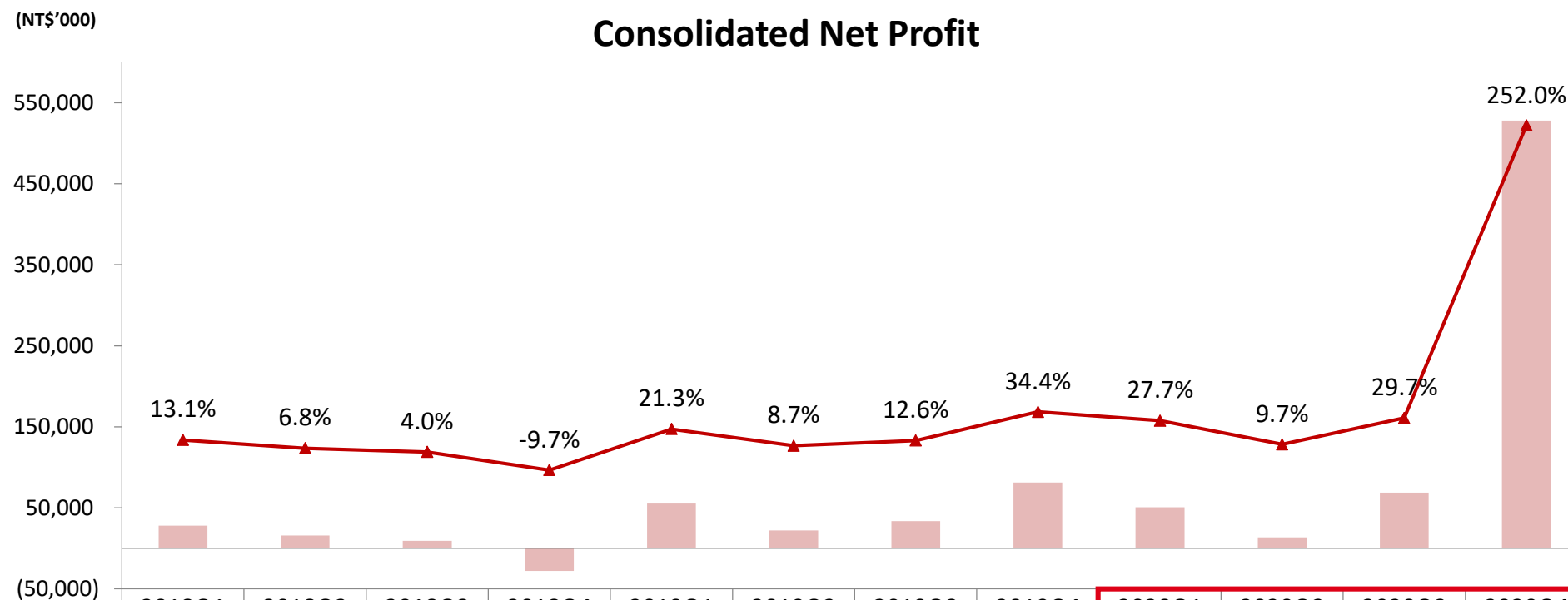
DR.WU Financial Performance in 2020

Revenue from Online channels increased 57% YoY in 2020



DR.WU Financial Performance in 2020

Profitability maintained despite a decrease of revenues



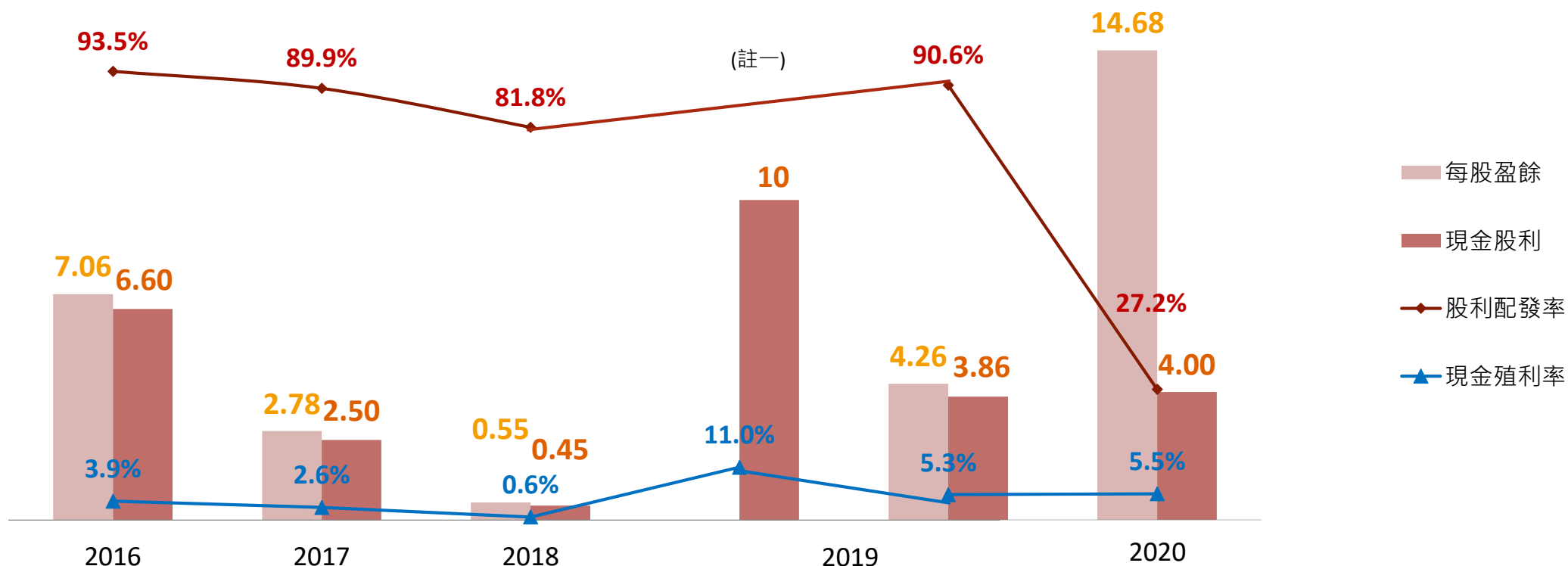
	2018Q1	2018Q2	2018Q3	2018Q4	2019Q1	2019Q2	2019Q3	2019Q4	2020Q1	2020Q2	2020Q3	2020Q4
Net profit	28,046	15,714	9,110	-28,030	55,083	22,056	33,471	81,187	50,778	13,655	68,722	527,956
YTD net profit	28,046	43,760	52,870	24,840	55,083	77,139	110,610	191,797	50,778	64,433	133,155	661,110
EPS	0.62	0.35	0.20	-0.62	1.22	0.49	0.74	1.81	1.13	0.30	1.53	11.72
Net margin	13.1%	6.8%	4.0%	-9.7%	21.3%	8.7%	12.6%	34.4%	27.7%	9.7%	29.7%	252.0%
YOY change	-58.7%	-8.2%	-53.8%	-224.6%	96.4%	40.4%	267.4%	389.6%	-7.8%	-38.1%	105.3%	550.3%
YTD YOY Change	-58.7%	-48.5%	-49.5%	-80.5%	96.4%	76.3%	109.2%	672.1%	-7.8%	-16.5%	20.4%	244.7%

Historical Dividend Payout

2016-2019 Average Cash Dividend Payout Ratio > 90%

Unit: NTD

2016-2020 每股盈餘及現金股利



(註一) 2019年新台幣10元係以資本公積發放現金。

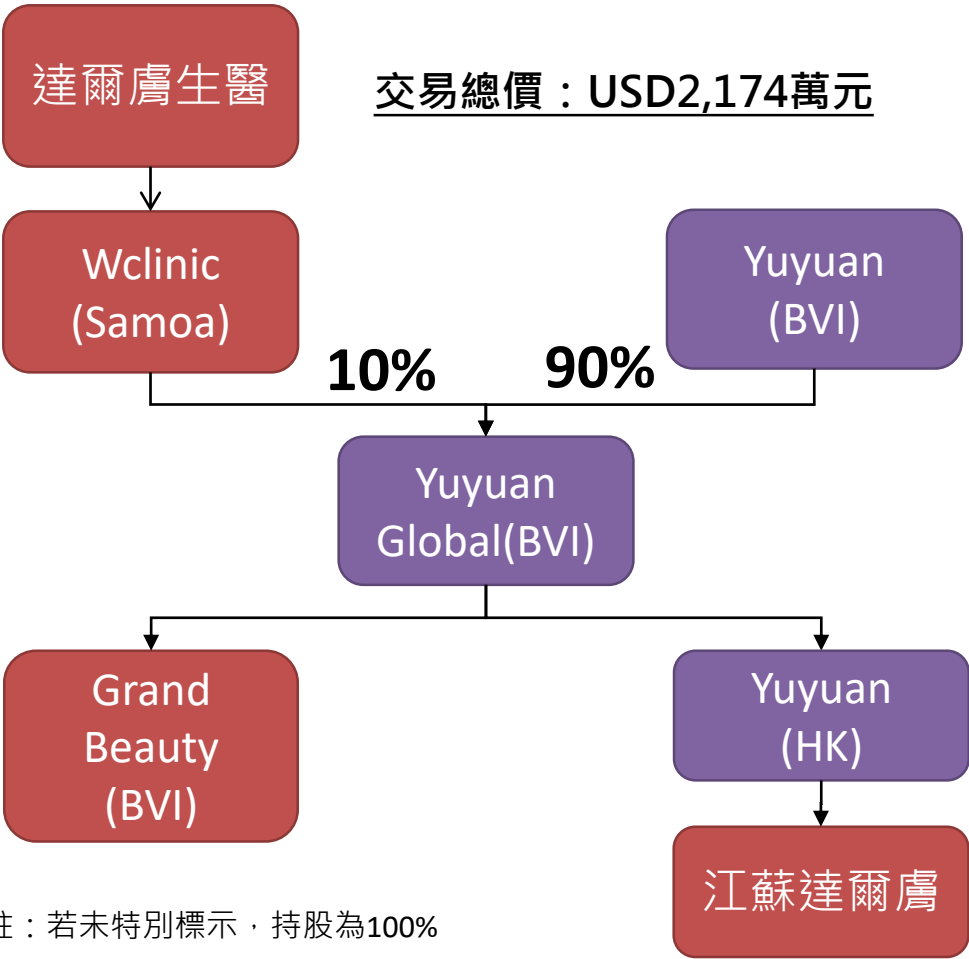
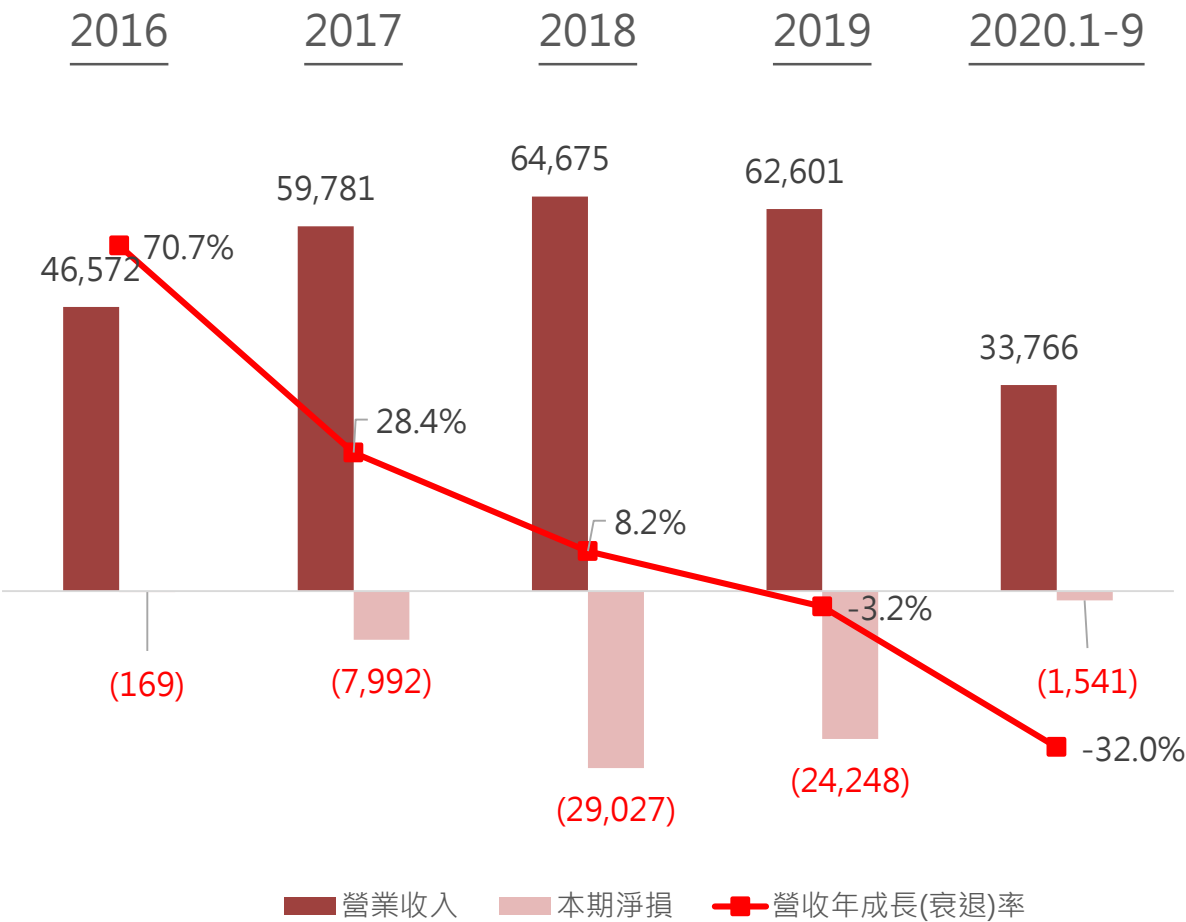
02 China Re-Structure



China Market Performance and Outlook

New partner's market experience to bring the stronger growth

單位：人民幣千元



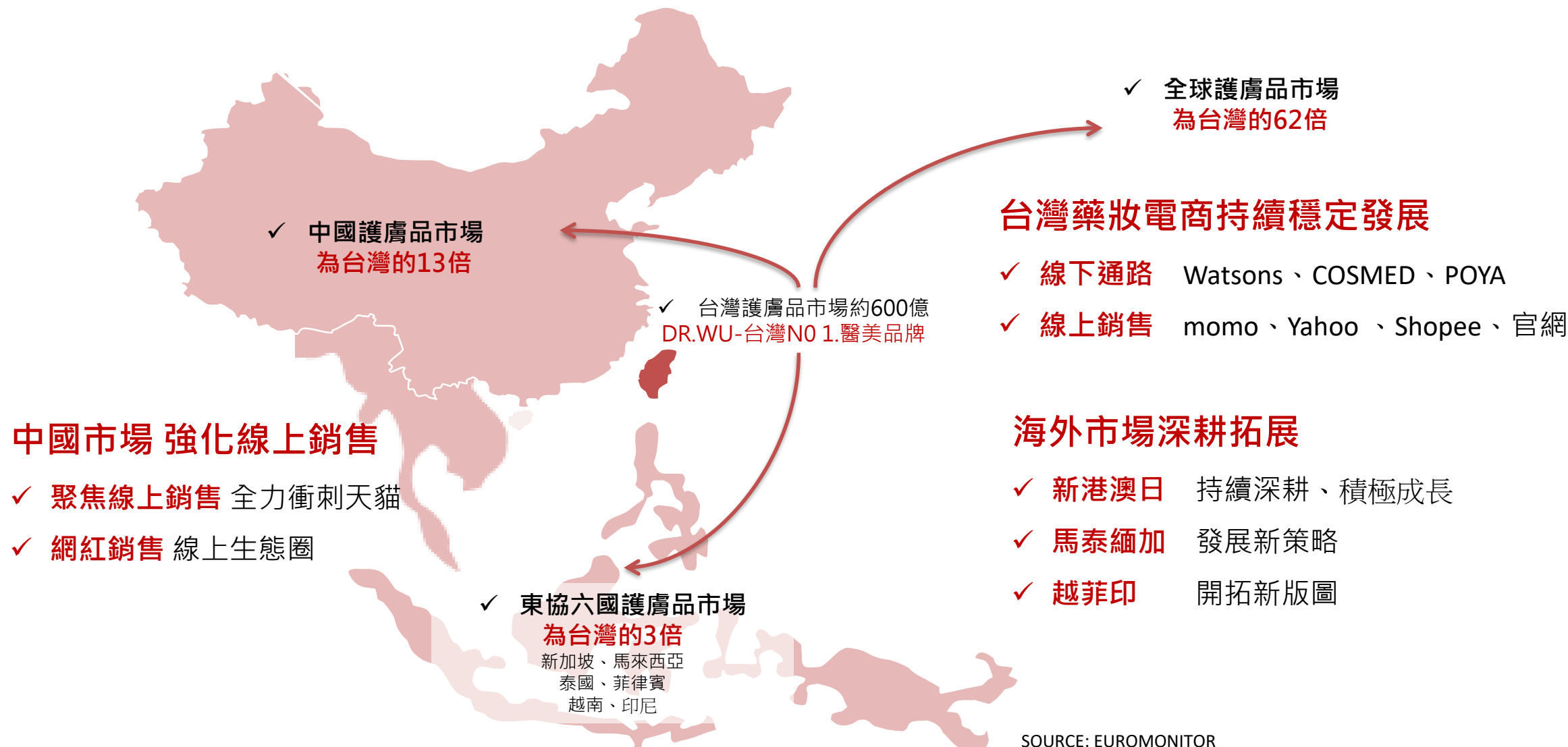
03 2021 Business Strategies

- Product
- Marketing
- Sales Channels



Sales Growth Strategy

From Taiwan to Global Skincare Market



Product Expansion Strategy

One Brand to Multi-Brand Cosmetic Company

DR.WU as primary brand
- focus on pharmacy and personal store channel



Re'dermx will be launch in 2021 as a secondary brand
- focus on premium anti-aging skincare



Targeting hair care, body care and beauty supplements as next categories

Product Expansion Strategy

10 Key Product Lines with 15% Annual New Product Launch Rate



Advanced Skincare Solution
High Efficacy and No Additives

HYDRATING SYSTEM
玻尿酸保濕系列



x12

REPAIRING SYSTEM
超逆齡修復系列



x7

RENEWAL SYSTEM
杏仁酸煥膚系列



x4

WHITENING SYSTEM
潤透光美白系列



x6

SUNCARE SYSTEM
全方位防護系列



x5

CAPSULE MASK
膠囊面膜系列



x3

MINERAL MAKE UP
礦質無瑕底妝系列



x2

Dermlab Series
實驗室精華系列



x5

SKINCARE FOR MEN
男士速效保養系列



x4

BEAUTY SUPPLEMENT
美容保健系列

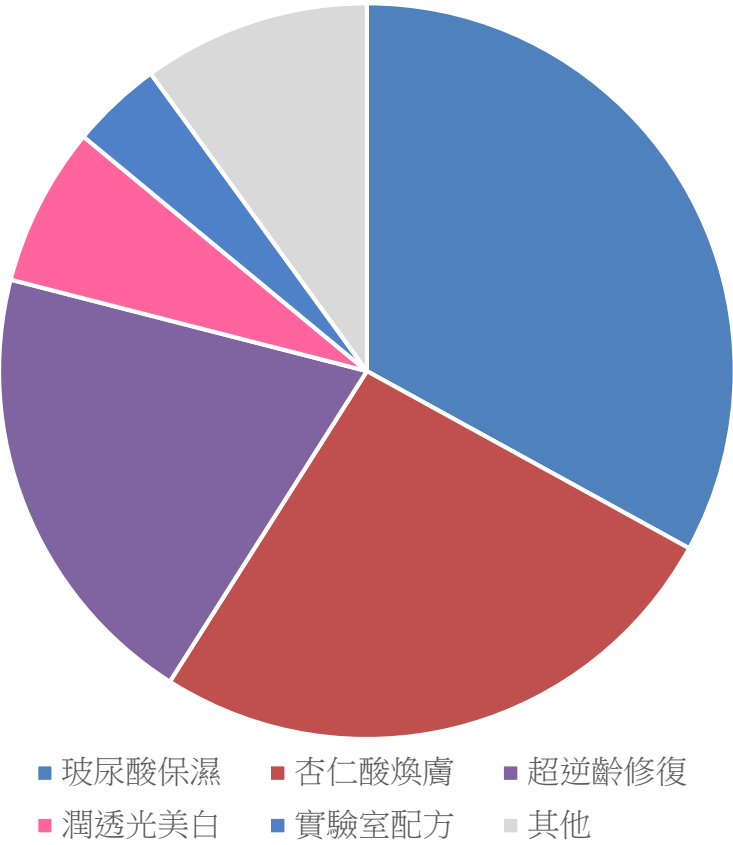


x1

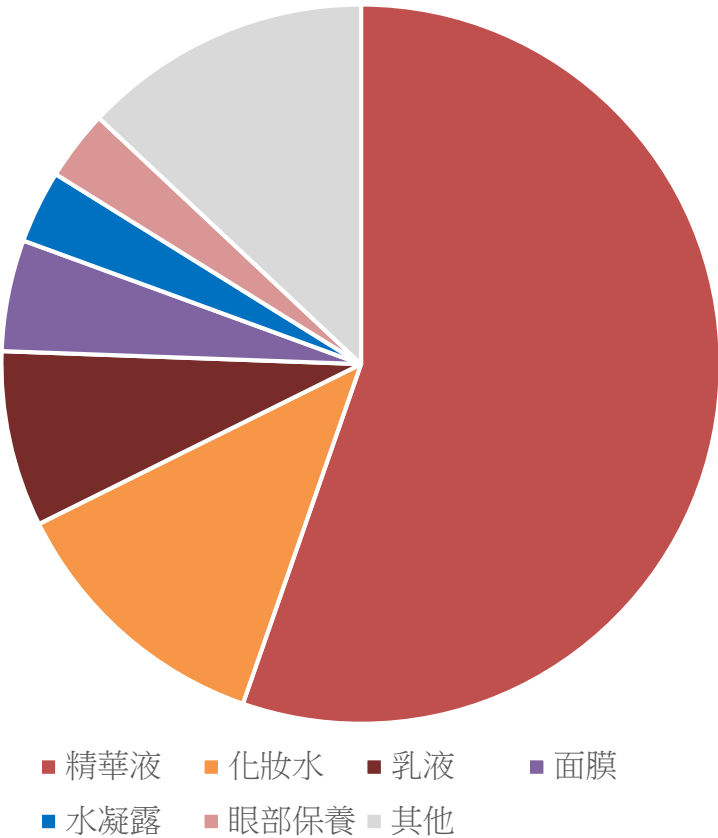
Product Expansion Strategy

Product Series Distribution and Form-Type Breakdown

保濕、煥膚及抗老為前三大系列



精華液銷售超過5成



Marketing Strategy : New Social Media Concept

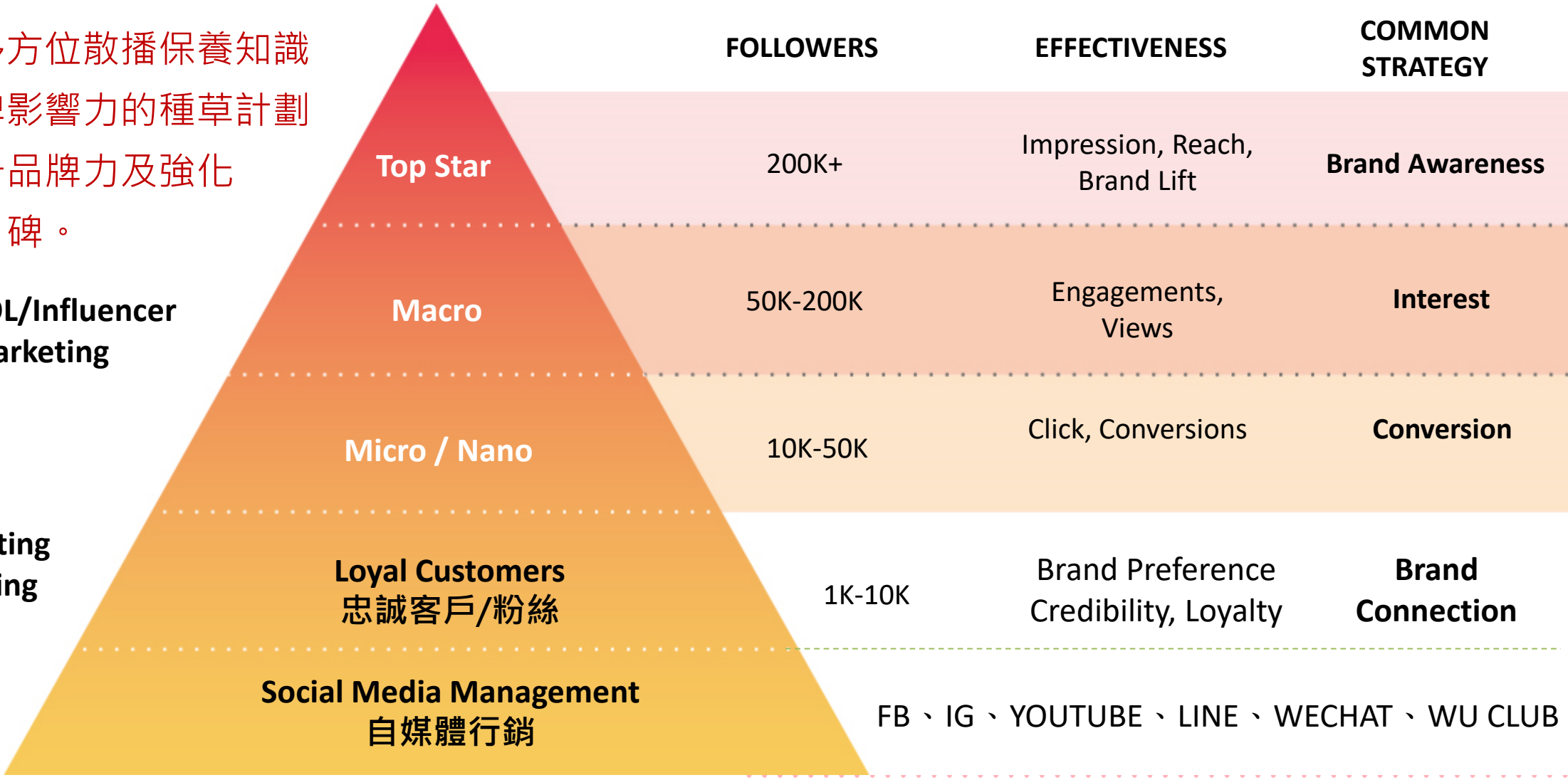
Build broad and depth of user generated contents (UGC)

透過多方位散播保養知識
及品牌影響力的種草計劃
以提升品牌力及強化
產品口碑。

**KOL/Influencer
Marketing**

**Advocating
Marketing**

DR.WU



Marketing Strategy: Endorser

Enlisted famous Actor as DR.WU Endorser

2015-2016 昆凌

- ✓ 首次採用名人擔任品牌代言人。
- ✓ 與亞洲天王周杰倫結婚、懷孕生子一連串喜訊引發網友熱烈討論吸引追隨者，打開中國市場。



2017-2018 趙又廷

- ✓ 首次採用知名男藝人擔任品牌代言人。
- ✓ 趙又廷為2017網路播放量超過400億陸劇-三生三世十里桃花男主角，趙又廷微博粉絲數1258萬，將透過其知名度及男神經濟進一步推升品牌聲量。



2018 張鈞甯

- ✓ 合作內容：膠囊面膜系列 (China)
- ✓ 微博粉絲數 1138萬、百度指數 28952
- ✓ 藉由武媚娘傳奇、溫暖的弦等戲劇所締造的高人氣帶動膠囊面膜於中國市場的發展。



2020-2021 吳慷仁

- ✓ 拍攝【我們與美的距離】DR.WU科普小劇場，闡述DR.WU四大明星系列的研發故事與產品概念及特色。
- ✓ 飾演年輕版的吳醫師，捕捉吳醫師在進行皮膚醫學研究時的精神與理念，回歸DR.WU的品牌初衷。





Thank you

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Ging Chiu Wu
PRESCRIBED
BY DR.WU